

Comparisons of Job Characteristics

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Demonstrators and Product Promoters (41-9011)

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Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Sales and Marketing	5.2	14.1	11.3	< Expanded education and/or training may be required
Customer and Personal Service	11.3	12.7	12.3	0 Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Demonstrators and Product Promoters (41-9011)

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Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Persuasion	7.4	13.5	11.4	< A higher skill level may be required
Social Perceptiveness	9.1	11.1	9.0	< A higher skill level may be required
Service Orientation	7.9	10.7	8.7	< A higher skill level may be required
Negotiation	6.8	9.7	6.1	<< Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 80

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Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Oral Expression	12.4	13.0	12.9	0	Current ability level may be sufficient
Oral Comprehension	12.5	12.6	12.1	0	Current ability level may be sufficient
Speech Recognition	9.9	11.4	11.8	0	Current ability level may be sufficient
Speech Clarity	10.2	11.2	12.5	>	Current ability level is likely sufficient
Written Expression	9.8	10.3	7.3	<<	Extensive improvement in abilities may be required
Written Comprehension	11.0	10.0	8.5	<	Some improvement in abilities may be required
Inductive Reasoning	10.2	9.7	8.4	<	Some improvement in abilities may be required
Problem Sensitivity	11.1	9.4	8.4	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 81

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091)

Work Activities	Exclusivity of Activity
Advise clients or customers	19
Arrange merchandise display	76
Collect deposit or payment	78
Conduct sales presentations	75
Demonstrate goods or services	76
Maintain records, reports, or files	5
Make presentations	13
Provide customer service	14
Sell products or services	69
Use computers to enter, access or retrieve data	3

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 42

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Associated Occupation: Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091)

Tools and Technologies	Exclusivity
Computers	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.